

Contacts

VOL. 1, NO. 6, DECEMBER 1965 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION

Christmas Stirs the Hearts of Young and Old

When there's a magic glint in the eyes of children and they try ever so hard to be obedient — you know it's Christmas time.

It's a time when parents whisper secrets in muffled tones and hide mysterious parcels from hands which poke and prod.

To little people it's the Santa Claus Parade, spicy goodies, tinkling bells and jostling crowds. It's trimming the tree with popcorn, singing carols, hearing church bells and making squeaky footsteps in the snow.

We all build the spirit of Christmas for little ones . . . and their happiness is our reward.





Sixth in Series

MEET NORM FRANKLIN

Few people would be surprised to learn that Norm Franklin was recently appointed Winnipeg Store Manager. He has the necessary drive, imagination, education and years of retail experience to abundantly fulfill the job requirements.

Mr. Franklin is known for his tireless capacity to work hard and long — and he expects the same calibre of output from those around him.

Despite many interruptions in a day and consequent changes of plan, this man-on-the-go maintains a precise organization of tasks. He is an innovator who puts his ideas into immediate action and his highly developed sense of humour enables him to see the bright side of every situation.

Mr. Franklin came directly to Eaton's after receiving his Bachelor of Commerce from the University of Manitoba. His first 14 years were spent in 15 sales departments including men's wear, books, children's clothing and ladies' fashions.

In 1963 he was asked to assume the

newly developed Personnel position of Management Development Co-ordinator and months later was elevated to Group Merchandise Manager of the Foods Division.

The energetic and genial Store Manager sees his present responsibility as that of directing the sales effort from the customer's viewpoint — maintaining prompt and courteous service, clean, attractive surroundings and knowledgeable salespeople.

In looking to 1966, he says, "We can all help ourselves a great deal by rededicating ourselves to selling at the level customers expect — within our economic bounds."

But Norm Franklin is not all business. He enjoys curling regularly at the Eaton Curling Rink and joins his wife weekly for a game at the St. Vital Curling Club. Quiet evenings are often spent playing bridge, where he particularly welcomes "the competitive spirit and opportunity to really know the other players."

Twelve year old twins, Kim and Mark, capture many of his leisure hours. The family shares in homework, cards and outdoor sports such as swimming, hiking and tobogganing.

Recent Appointments

WINNIPEG AND DIVISIONAL

- K. R. Perry, Communications and Customers' Services Co-Ordinator.
- R. O. Adams, E.D.P. Credit Co-Ordinator.
- J. C. Boyce, Senior Supervisor, Contract and Institutional Accounts.
- J. N. Millar, Supervisor, Contract Credit Accounts.
- R. C. Gadd, Divisional Auditor.
- W. J. Hobday, Sales Supervisor, Fancy Goods, Yarns, Novelties and Bric-a-brac, Patterns.
- W. L. Boston, Sales Supervisor, Notions, Hair Goods, Shoe Findings, House Wares, Buttons and Thread.

WESTERN DIVISION CATALOGUE

- O. A. Davies, Merchandise Control Supervisor, Departments W36 - 61 - 63 - 64 - 67 - 77.
- E. T. McFadyen, Merchandise Control Supervisor, Departments W6 - 9 - 41.
- W. C. Carson, Catalogue Accounts Supervisor.

REGINA STORE

- J. E. Lord, Store Merchandiser.
- W. E. Pringle, Store Merchandiser.
- A. L. Best, Group Sales Manager.

Sales Supervisors:

- E. B. Cawsey, 201 - 212.
- E. T. Kvammen, 229 - 237
- G. Sentes, 209 - 236 - 244.
- A. Posyniak, 379 - 580 - 284 - 1100.
- D. N. Gray, Accounting Supervisor.
- J. M. Kells, Plant Supervisor
- P. Koch, Credit Supervisor.
- A. R. Beamish, Materials Handling Supervisor.

PORT ARTHUR STORE

- R. Gravelle, Store Merchandiser.

Sales Supervisors:

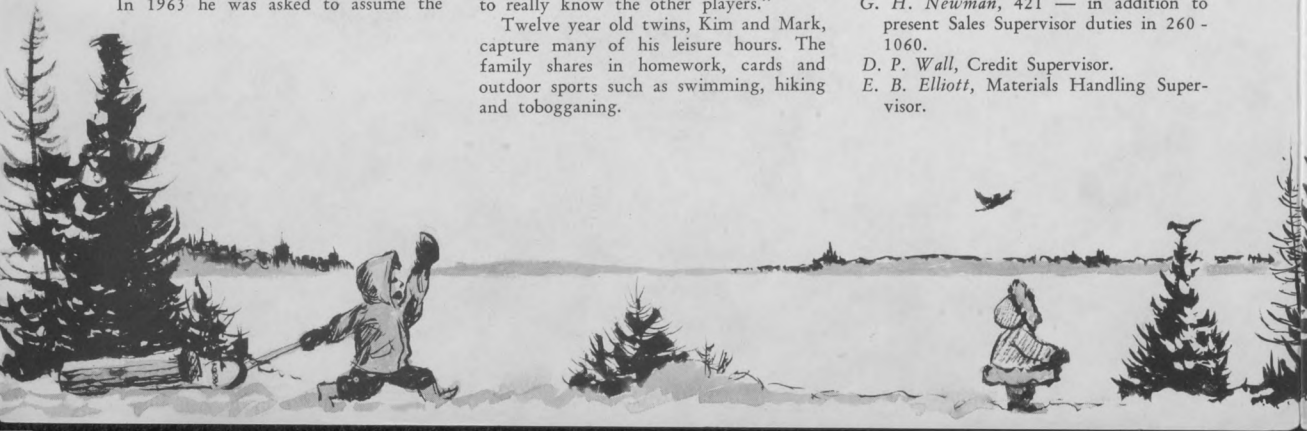
- L. C. Smallwood, 201 - 212 - 215.
- J. R. Cockell, 209 - 236 - 244.
- J. Murray, 229 - 237 - 928 - 1100.

SASKATOON STORE

- E. E. Halifax, Store Merchandiser.
- A. V. Atwood, Group Sales Manager.

Sales Supervisors:

- G. M. Bompas, 212 - 215.
- C. F. Appleby, 209 - 244.
- H. W. Coxford, 229 - 237.
- R. D. Randall, 201 - 236 - 928.
- A. J. Cherry, 379 - 580 - 284 - 1100.
- G. H. Newman, 421 — in addition to present Sales Supervisor duties in 260 - 1060.
- D. P. Wall, Credit Supervisor.
- E. B. Elliott, Materials Handling Supervisor.



The Day Winnipeg Blacked Out

Electric alarm clocks slept the morning of November 17 and very few people sniffed the sweet aroma of fresh perked coffee.

But while darkness — caused by a short circuit in a hydro terminal station — swept the city for up to an hour, lights shone at Portage and Donald.

Engineers at Eaton's power plant switched to our emergency power system, allowing staff on duty to prepare for regular store opening.

"Any time city power fails, we are prepared to supply sufficient emergency lighting to permit continued shopping," said Alex Bowman, Plant Supervisor. "We can also keep the Portage Avenue and mail order elevators operating and one bank of escalators."

"In the case of a power failure, this store is one of the best places to be in the city," Mr. Bowman remarked. "Staff and customers are assured of heat, light, transportation, food and water."

Mr. Bowman concluded that New York, Toronto and Winnipeg may suffer from power failures, but it would take a real disaster to uproot the emergency power system mapped out for the downtown Eaton store.

A Christmas Message From the President

The spirit of Christmas is intrinsic in our many customs for celebrating this joyful season. It has always been a tradition that the warm and happy thoughts wrapped up in our hearts can be given full expression at this festive time. And so it is that Christmas provides a once-a-year occasion to extend my personal greetings to all the men and women who work at Eaton's.

The busy weeks that culminate in the Yuletide holiday present a challenge to everyone in the retail field, and the Directors and I would like you to know how much we appreciate your co-operation in meeting the demands of the season. Throughout the year, your support and goodwill continue to make a notable contribution to the growth and expansion of the company.

And so we say "thank you", and extend our best wishes to you and yours for a memorable Merry Christmas and a Happy, Bright New Year!

John D. Eaton



Earl Dieter, Caretaker, shovels a pathway in front of the Court Street door, to let stalwart customers enter.

One side moves —
One doesn't



Lakehead Digs Out of Worst Storm in Years

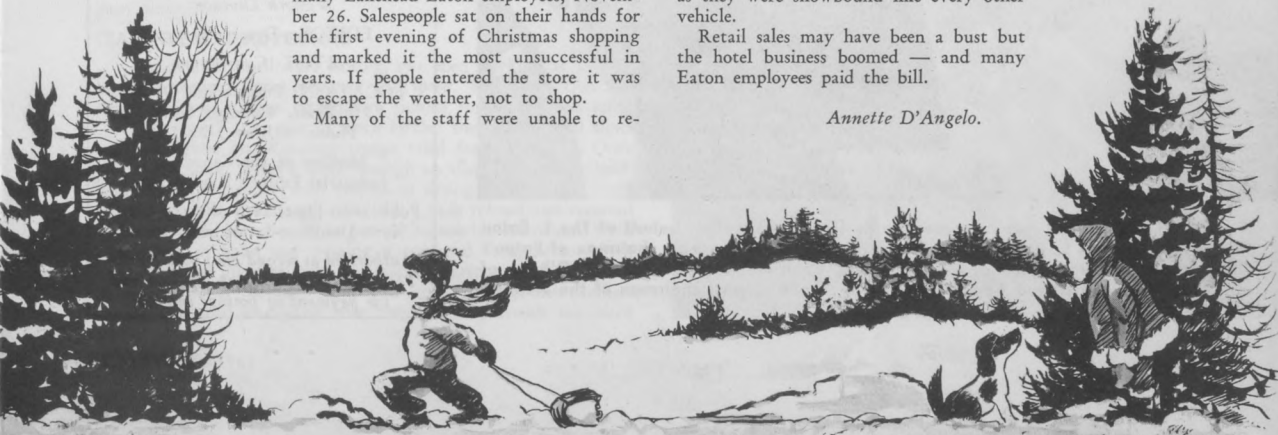
A reported 60 mile an hour wind and 15 inches of sticky, heavy snow stranded many Lakehead Eaton employees, November 26. Salespeople sat on their hands for the first evening of Christmas shopping and marked it the most unsuccessful in years. If people entered the store it was to escape the weather, not to shop.

Many of the staff were unable to re-

turn home after the store closed . . . taxi cabs and buses were impossible to obtain, as they were snowbound like every other vehicle.

Retail sales may have been a bust but the hotel business boomed — and many Eaton employees paid the bill.

Annette D'Angelo.



"Cast Down Your Buckets"

Palk Urges Management

Words of enthusiasm and encouragement greeted 140 buyers, sellers and operators who attended a dinner meeting at the Fort Garry Hotel, November 24, to mark the beginning of a new organizational structure. The evening of relaxed fellowship and stimulating talk was a treat for retailers already caught up in the push for Christmas sales.

In the absence of A. R. Tucker, who was in Saskatoon, K. A. Jones, Divisional Merchandise Manager, relayed the Vice-President and Divisional General Manager's message.

Mr. Tucker wrote that although no major organizational changes are contemplated in the near future, refinements would naturally occur. The ultimate success of the structure, however, would depend upon close co-operation between the two arms of the operation.

In his personal address, Mr. Jones noted that the T. Eaton Company is one of the few major retailers to adopt a bold and new management concept. "We have adopted the philosophy of specialization long used by most non-retail industries in Canada and North America," he said.

"Management is sure that it will work and feels that the advantages that will accrue to the Company are many. The new structure will allow us to serve our customers better. This is important if we are to progress in the years ahead."

He emphasized that in preparation for 1966, management must move together and work together as a team. "If we are all determined to make the new organization successful, nothing can stop us from achieving our goals."

Mr. Jones introduced W. L. Palk, Divisional Sales Manager and congratulated him for the success of the United Way Campaign.

Mr. Palk began his remarks by urging management to be like miners. "Stake your claim," he said, "first, to the business from now to Christmas and then for Spring 1966."

He underlined that Eaton's has the finest buying organization of any Company in Canada. "But we must make certain that we look like the big store with the big selection."

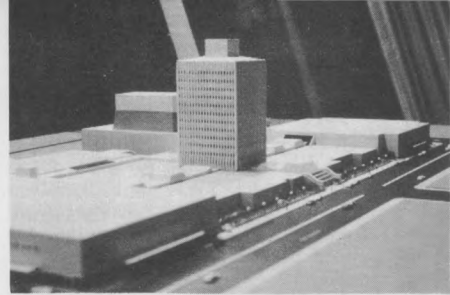
"There are no ordinary jobs or ordinary people at Eaton's," he said. To achieve best results managers must know the people they work with. "Man was born to succeed — not to fail."

He concluded his talk with the story of a ship lost at sea in need of fresh water. Each time the captain sent a signal for assistance, the reply came back, "Cast down your buckets where you are." Heeding the injunction, up came the buckets filled with fresh water from the mouth of a river.

Mr. Palk drew the parallel, "We sit on a reservoir of good will. Cast down your buckets where you are."



A \$1,700 cheque was presented to the United Appeal on behalf of The T. Eaton staff, by Mrs. C. Rajala. From left, Mrs. A. Antrobus, a past chairman of Eaton's Employees Welfare Fund; Mrs. C. Rajala, Chairman of the fund; F. E. O'Brien of the Lakehead United Appeal and Mrs. E. Smith, a past chairman of the Employees' Welfare fund.



The Saskatoon Midtown Plaza features Simpsons-Sears on the far left, Eaton's on the far right, CN Towers in the centre and the Jubilee Auditorium in back. The plaza is completely enclosed.

Saskatoon Home Unveiled

The model of the new Midtown Plaza shopping centre was recently unveiled at City Council . . . and was immediately placed on view in Eaton's window.

Construction of the Eaton's and Simpsons-Sears stores and all other buildings in the plaza will begin this June with completion in the spring of 1968. The developers stated the dates were altered due to the enlargement of the centre and the addition of underground parking.

When first envisaged, the plan was to build a \$5,000,000 shopping centre consisting of 250,000 square feet. The size and cost are now more than tripled.

— Joe Laxdal.

Brandon Eatonians Thanked

Eaton Brandon employees recently received a letter of thanks from the City Christmas Cheer Fund for their part in thinking of other less fortunate:

"We wish to express our thanks to your employees for the gift of \$200 to the Christmas Cheer Registry.

The Registry organized ten years ago as a community service of the Brandon Council of Women appreciates very much your generous support which tops the donations of any staff in the city.

We hope that all families and individuals in need of assistance at Christmas will receive cheer."

CONTACTS

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ON THE TRAIL OF A SECURITY OFFICER

(Or - How to Catch Pneumonia)

It seemed like a good story idea. Follow a Security officer around for one day and report what happens.

Some of that boldness might have melted, had I known beforehand that this excursion would take me on a chase up and down alleys in the cold night — trudging through deep snow in thin shoes, decked in a light coat for comfortable in-store trailing, hatless and without gloves.

The adventure began at a regular pace for detecting thieves. The first five hours we circulated throughout the store looking for suspicious situations.

There was the pretty, perkily-dressed teenager who slipped a package of hair dye up her sleeve. We followed her to several other departments, but her conscience apparently only allowed one article that day. (Security finds that a person who steals once is sure to do it again — that same day or at another time. They therefore keep one another informed on each suspect's appearance and actions.)

A middle-aged woman kept us busy for one hour while she displayed professional shoplifting techniques. She carried her coat over a shopping bag and adeptly transferred cosmetics from shelf to bag by shifting coat and parcels. In this case, the officer rubbed elbows with the culprit to watch her movements closely.

If a culprit appears nervous and seems to suspect a security check, the officer works from behind nearby counters. To the untrained eye, thieves and officers act the same — both handle the merchandise without actually looking and both concentrate on those around them.

The usual suspects were pursued . . . a young boy with big shopping bag, sauntering nowhere in particular . . . juveniles travelling in groups and gathering around counters . . . people carrying used shopping bags rolled over at the top as if to conceal what is inside . . . people taking groceries from counters and passing by the cashiers . . . families working in teams, obtaining fraudulent cash refunds.

A man from out of town was picked up for shoplifting a large roast. He was intoxicated and could offer no story or alibi. It was a relief to learn that our visitor to Winnipeg really didn't need a roast — the police station was only too willing to provide board and room for the night.

ARRESTS AND INTERVIEWS DRAMATIC

Arrests are most often quietly dramatic. The officers try not to alarm or frighten an individual as they want maximum co-operation with little commotion. Culprits usually give themselves up without fuss, not wishing to aggravate an already serious situation. They are immediately taken to the Security office for questioning.

An interview is conducted to determine the extent of a person's activities. The interviewer is calm and uses techniques attained through years of experience and training. A full report is written for the police department on each case where the Company prosecutes.

TEAM CREATES ADVENTURE

From 8:30 until store closing, two men working as a team, kept the security force working full speed. The transaction was supposed to be simple: return two jackets for cash — no bill.

The "pro" from out of town circled the floor several times and left, while his Winnipeg stooge tried for the money. Once out of the store, the pro went through an alley to a nearby hotel lobby to sit and wait (with two of us sitting nearby).

Meanwhile, the stooge asked for a cash refund and received instead a credit voucher to be put on his mother's account. With pink paper in hand and wearing a confused look, he made his way down the alley to meet a perturbed partner.

Back down the alley came both men, passing their stalkers on the way and discussing how they would persuade the clerk

to give them cash. We turned face, stomped through the snow and followed them back to the store.

Their plan was foiled. The department stood fast and offered to pay cash only when a bill was produced.

Result? Four officers with vital information, one water-soaked, shivering editor and two disappointed thieves who will no doubt strike again with a new angle.

They should know better. Security is hot on their trail.

Business Tripled for Shopping Service

Ever wish you could push a button and have all your Christmas shopping selected, wrapped and delivered? It's just that easy for many rural and city customers who are not able to visit the store.

During the holiday season over 1000 orders are processed in a day by the Eaton Shopping Service staff, tripled to handle the extra load.

The Service selects, wraps and delivers a wide variety of requests: party gifts, prizes, welfare packages, overseas parcels, transfer orders from other Eaton stores, wedding gifts and every item imaginable for Christmas giving.

Telephone and letter orders made by customers are either sent directly to the sales departments for selection or given to personal shoppers who are trained to choose wisely and with speed. They could top the buying power of even the most ardent customer — filling over 40 orders a day.

The Shopping Service boasts a low return rate and a high receipt of appreciative letters — strong proof that customers can trust their shopping lists to R. Robinson and his staff.

Florence Woolley, Gift Shop, helps Ann Joss, Personal Shopper, choose a customer's Christmas order.





Terry Thurqar
Hearing Aids

We all know about the new comprehensive Eaton Health Plan and the value of medical care being readily available.

This plan has increased our opportunities for maintaining better health in the future by including among other services, Chiropractic treatment, which through personal experience, I know to be a vital asset.

The Chiropractor has an important contribution to make. I am sure Eaton's Plan is the beginning of a new understanding on the importance of making available to the individual any service that will contribute to better health.

There should be greater unity among all professions that serve the health and welfare of the public.

The wage earner knows the inconveniences caused by being indisposed, so let's take advantage of the benefits available to keep us on the job. A good Medical Doctor, yes. Also, a good Chiropractor can play a part in this.

Be aware, and accept the privileges that are available immediately when we feel the need for restoration.

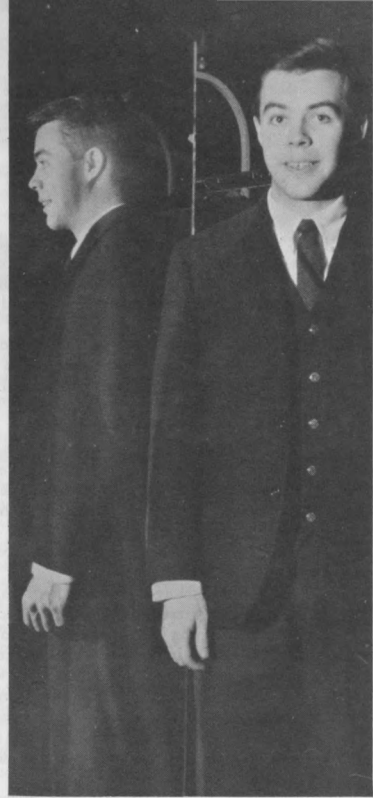
Owen Brophy **Fabrics**

Pour millions of dollars to a mixture of thousands of men, spiced with hundreds of different projects and you'll cook up the greatest of all political nut cakes yet: man's latest tower of Babel, "The Great Race."

The race to the moon . . . the race to Mars . . . the race to . . . nowhere, fast.

Sure, it's important psychologically. Man must always be on the verge of some new horizon. Yet, as man extends the sphere of his influence, he passes by one of the greatest of all worlds . . . his own mind.

What I would like to see for '66 is everyone slowing down — not for long — just long enough for a good check in the mirror to see if he can recognize himself from the hurrying, hopping robots — going nowhere, fast.



Allan Thompson **Fort William Sales**

Allan would like to see The T. Eaton Company expand in downtown Centennial Square in Fort William. With the opening of all the new stores, there has been a great deal of interest shown in Eaton's plans.



STAFF M
EXPRESS THO

19

All Look for In





Red Windsor Catalog. Operating

In world wars one and two, the Korean and others, people of all races, colors and creeds fought together side by side, calling each other buddies.

If world war three takes place, it is a big question mark of space, etc. So, to whom it may concern, please think of us your people and let us live to be able to say, "Merry Christmas, folks and a Happy New Year," for many years to come.



Trazy Yazinski Service Building

Tracy is known for her bubbling optimism. Here are a few of her positive thoughts for the new year:

Let's go back to the old-fashioned roll topped desk — shut it at night — all cleaned up.

We have curtains in the cafeteria this year. How about carpets, next?

Cadillac limousine service between here and the store would be great.

We wouldn't mind seeing the ladies washroom redecorated in pink tiles.

Bigger and better in '66: Materials Handling that is.

F MEMBERS THOUGHTS FOR 1966

for Improvements

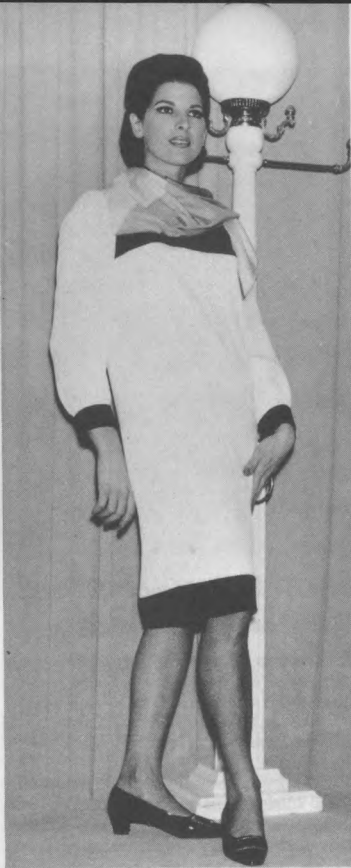


Tegart and Delage Tisdale

Mrs. Ethel Tegart and Mrs. Marnie Delage of the Tisdale Mail Order Office would like to see, "air conditioning for our office, happy customers and no more to-follows . . ."

They are pictured in their Saskatchewan Jubilee costumes.





The original Yves St. Laurent Mondrian look was flown in for the Eaton Career Club fashion presentation, "The French Touch". It is white Arnel with blocks of black that move like mobiles against a white background.

French Touch Introduced to Career Club

Invitations sent to over 1200 members of the Eaton Career Club announced a "Show of Surprises — The French Touch" . . . and Mrs. Lillian Vadeboncoeur, Fashion Co-ordinator, had truly planned a treat for all who attended the fall showing.

Divided into three parts, the program featured a smash opening of "Bewitching Wiggery" demonstrations and flowed smoothly into a breathtaking display of Paris originals, courtesy of Cel-Cil Fibres of Montreal. Top designers such as Yves St. Laurent, Dior, Jacques Heim, Pierri Cardin and Castillo showed Arnel and Terylene in everything from day dresses to the most luxurious evening gowns.

Special guest, Joan Druzman, Food Editor of the Winnipeg Tribune, topped the program with a presentation, "Cooking in the French Manner."

The French Touch was the last of seven shows planned for the Eaton Career Club this year. Born in Winnipeg, September 6, 1961, the club has served to make the city more fashion-conscious and has encouraged working girls to shop at Eaton's for fashion.

Open to working girls anywhere from 16 to 65 years of age, membership far surpasses seating allotments. Due to the overwhelming response, quotas are set for each Company. It is felt that Eaton employees are close to the fashion pulse, being exposed to new merchandise daily, and are therefore asked to allow those from outside the Company to comprise the membership.

In addition to many fashion presentations a year, club members take in a series of workshops on posture, wardrobe planning, make-up and hair care. A monthly newsletter contains hints and information on a wide variety of subjects in which the girls express interest. They also receive complimentary charge accounts and current news of what's happening at Eaton's.

A council of members from 16 different businesses meet several times a year with Mrs. Vadeboncoeur to plan the club's activities. The Fashion Co-ordinator sees this group as a good contact with business women.

— Guy Cryer

Redevelopment Program Affects Eight Ontario Centres

As part of the major development program instituted across Canada this year, Eaton's stores in Ottawa, Stratford, Picton, Napanee, Hanover and Woodstock have been sold. The sale was announced recently by David Kinnear, Executive Vice-President. The store in Niagara Falls will be closed.

Mr. Kinnear emphasized that in all these centres, Eaton's will continue to serve its customers through catalogue sales offices.

The redevelopment program involves a very large investment in urban renewal projects in major centres, new stores in shopping centres, continuing expansion and modernization of store outlets and catalogue sales office operations.

Mr. Kinnear stated that conversion to a catalogue sales operation reflects changing requirements in these market centres and our desire to meet these needs.

Office Staff Punch Registers

Thirty sales-supporting members have joined the race for sales this year, by selling two evenings a week and Saturdays. Year round, office personnel take jibes from merchants for not contributing to business profits in a tangible way . . . now they too, are punching the cash registers.

A training class was held with the volunteers to review basic bills, procedures for handling refunds and exchanges, and the services available to customers.

Since the members will be relieving Sales Supervisors, A. B. Finnbogason, Store Operating Manager, spoke to the group on their signature responsibilities and techniques to use when dealing with customers.

Sid Hall, Security Manager, outlined areas where there is need for caution and asked for their full support in reporting suspicious situations.

Store Manager, Norm Franklin and Store Personnel Manager, Bill Evans, thanked the group for their important contribution to Christmas sales and assured them that they would be in for a lot of fun.

Those participating: W. H. Evans, J. M. Rochon, V. T. Fotheringham, K. Von Platen, B. Smith, P. LaRue, Jane Wallace, Joan Isbister, Shirley Matchett, Janice Perry, Deanna Waters, Lois Manning, R. P. Winton, G. A. Elliott, E. C. O'Brien, H. J. Farrant, J. Dempsey, T. Braunstein, W. Careless, J. Ito, D. Smith, C. Evans, K. Sirkis, H. deJong, J. Paterson, J. Johns, J. E. Jenkins, Mary Mackelvie, D. Arlidge and M. Cunningham.



Ken Sirkis and Bill Careless, Industrial Engineering, donated eight hours a week selling time during the busy Christmas season.

Imagination Wins Over Will Power

"Whenever imagination and will-power come into conflict," said Bob Curtis from Dayton, Ohio, "imagination will always win."

The author of the book, "Modern Security", clarified that temptations will cloud the conscience of 75% of a Company's employees when theft opportunities are presented.

Speaking at a seminar of Eaton Security Investigators from across Canada, November 10, the expert supported his statement with facts taken from a large drug firm in the United States.

When inventory shrinkage figures soared, the Company interviewed or tested, by means of a polygraph (lie detector) machine, every member of the staff. Over 75% admitted to stealing in excess of \$100 in a six month period prior to the interview.

That firm and many others across the border now make the lie detector test a condition of employment. The speaker suggested that unless conditions are kept under control in Canada, drastic measures like the polygraph may be used.

BUILD PROTECTIVE DEVICES

"We should speak in terms of curing stock shortage problems, rather than preventing them," Mr. Curtis stated.

He likened the Security department to a fire station where the staff must be relied upon to submit theft alarms. Employees can help by realizing that theft is morally wrong under any circumstances and that they are therefore obligated to report all dishonest acts. Culprits are eventually apprehended so early alarms will prevent charges of a more serious nature later. No matter how clever a person may think he is in exploiting a store system, he will be detected because there is nothing that has not been tried over the years.

Mr. Curtis listed other ways to cure shortage problems. He stressed the necessity for devoting strict security measures to the handling of cash refund vouchers and added that an effective employee parcel check should also be maintained.

"A good honesty shopping service is a must," the author said. Shoppers should test a clerk's courtesy, product knowledge and honesty.

WINNIPEG ABREAST OF TIMES

It is interesting to note that except for the polygraph machine, all suggestions put forth by Mr. Curtis are currently employed in the Winnipeg Store.

The Security department is dedicated to keeping abreast of the times and to protecting the Company and its employees.

Operator Takes Rodeo Prize

Ted Bogucki, Service Building, successfully completed a written examination and obstacle course to place second in the American Materials Handling Society's Fork Lift Truck Rodeo, November 6.

Operators from Manitoba cities and towns competed for the three top spots which paid \$50, \$30 and \$20. Ted was Grand Champion of the rodeo last year. He has worked as a fork lift truck operator at Eaton's for six years.

**Champion Ted Bogucki,
guides fork lift.**



Silver Medalist, Cyril Baker, pauses at his desk in the Catalogue Regional Office.

Baker Awarded Silver Medal

The Society of Industrial and Cost Accountants of Manitoba, has awarded Cyril Baker, Catalogue Regional Office, the coveted Society Silver Medal.

Mr. Baker earned the honor by obtaining the highest average in Fundamentals of Cost Accounting, Accounting III and Managerial Statistics. He was also required to take three years of the course consecutively and pass all examinations to that point. He has one more year to complete for his Registered Industrial Accountant Degree.

The Silver Medal plus a cheque for \$50.00 will be awarded at the convocation exercises February 4, 1966, at the University of Manitoba.

Box and Bag Factories Sold All Staff Re-Employed

The Winnipeg Box and Bag Factories have been sold by the Company, effective December 1st. Stovel-Advocate Press Limited has purchased the former and Woods-Dryden Paper Bags Limited, the latter.

The new owners will be retaining the services of all present members of the factories who signify their desire to continue in their present trade and who accept equivalent employment.

The move is part of Eaton's basic philosophy of concentrating our efforts directly in the field of retailing. We will purchase, rather than produce our own supplies and services.



Ken Von Platen pats the Porsche which helped him capture the Manitoba Rally Championship.

VON PLATEN CLINCHES RALLY CHAMPIONSHIP

Wins by One Point

An unfortunate incident on the sixth Winnipeg Sports Club rally, almost cost Ken Von Platen, Wage Administration Manager and his partner, Dennis Chilton, Sales Engineer with Trane Company, the Manitoba Rally Championship.

Seven championship events were to be run this year, with the best five placings counting towards the overall standing. Ken's team, by November had won three firsts, a third, a fourth and had planned to capture first place in the next two.

They were well ahead for the first hundred miles in the sixth rally when Ken happened to glance in his rear-view mirror just as a following competitor suddenly disappeared from view. Sensing the driver had missed the sharp turn in the road, Ken turned back to find the car nose down in a twenty foot ravine.

Four hours later, after arranging for a tow truck and ambulance, and generally taking care of all details, Ken and Dennis returned home. They were disqualified from the rally which their nearest competitors won.

The seventh rally was cancelled due to a blizzard. A point tally of all rallies revealed that the Von Platen team won the championship by a headlight — 132 to 131.

Five Teams Enter Zone Playdowns

Eaton's will be represented by the two winning teams of five, competing for the zone playdowns which lead to the Canadian Championship Briar.

Skips of the teams are: Angus McDonald, Peter Nygard, Bill Evans, Ken Morrison and Jim Thomson.

GILROY COMPETITION BEGINS

Eleven mixed curling teams entered the Gilroy competition which will run through January.

Skips of the teams are: Keith Perry, Bill Evans, Mike Cunningham, Angus McDonald, Mike Tomlinson, Walter Hay, Peter Nygard, Doug Brault, Pat Milne, Brian Rodgers, Ken Morrison.

Foxes Out-Fox Hunters

Two very avid duck hunters in the Moose Jaw Store, think they are good marksmen — the ducks simply elude them.

The last two expeditions turned up — not ducks — but beautiful red foxes. The first one proved no problem in the shooting and the boys decided to bring him home for fox collars. However, before too long both fellas were scratching up a storm — it seems Reddy Fox was a little lousy and had to be ditched.

Next time out — sure enough — they gave chase to another fox. This time the weather had caused many deep sloughs and ponds. The boys became so engrossed in the hunt that they were soon deeply mired in mud. After bagging Mr. Fox a grateful farmer who had lost many chickens, pulled them from the mire.

Whether their second catch was inhabited by little residents, we don't know.

Oh yes! The name of our two hobbyists — Jim Barnes, Store Manager and Alf Shears, Plant Supervisor.

Mary Crane.

First Half Leading Teams for Men's Curling

After a tight curling season the leading teams have emerged as listed. With two more games to play, they could still be ousted by other teams.

		Wins	Losses
Tuesday	A. McDonald (s)	6	1
	T. O'Neill		
	P. Edmundson		
	M. Cunningham		
Wednesday	W. Hay (s)	6	2
	A. Johnson		
	P. Stefanyshyn		
	H. Johnson		
Thursday	J. Thompson (s)	6	0
	G. Bilyk		
	J. Klassen		
	J. Flather		
Friday	D. Gibson (s)	5	1
	R. Robertson		
	A. Parker		
	D. Dewar		

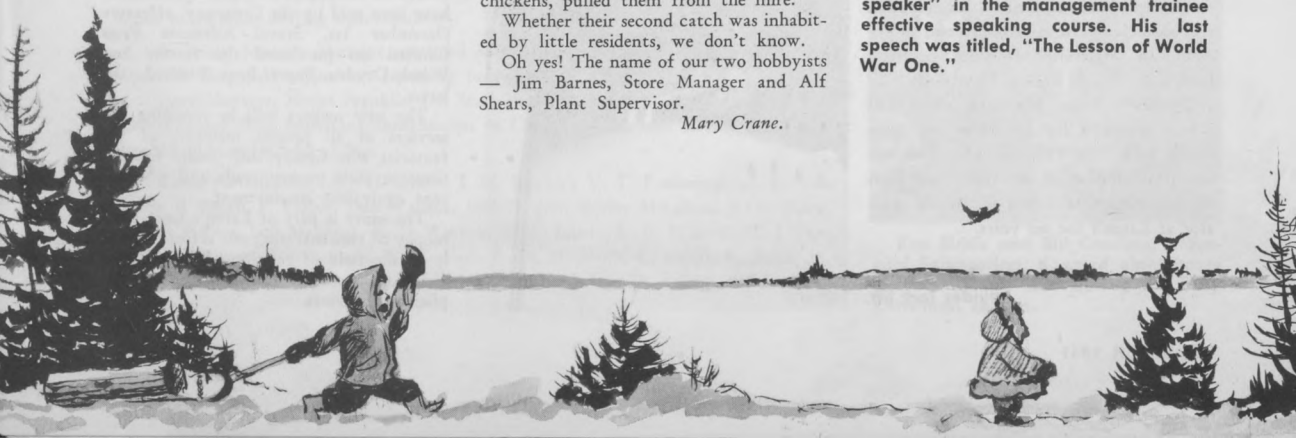
MIXED CURLING LEADERS FIRST HALF

Tuesday	P. Milne (s)	6	0
	G. Farrel		
	G. Bilyk		
	G. Milne		

Incidentally, we understand Mike Cunningham broke his skip's broom on the last evening of 20%.



Bruce Griffiths, Central Receiving Administration, was awarded a gavel for proving to be the "most improved speaker" in the management trainee effective speaking course. His last speech was titled, "The Lesson of World War One."





Avion Stewart, Employee's Cafeteria, smiles for husband John, Delivery, who records a happy event on his gift movie camera. Both celebrated their 25th Anniversaries with Eaton's this year.

Quarter Century Club Members

Alfred Shears, 132A, Jan. 2.

John I. McCart, Maintenance Engineers, Jan. 6.

Miss Ethel Mildred Jarvis, 33M, Jan. 13.

Jeffrey H. Yelland, Divisional Merchandiser, Jan. 13.

Paul Victor Johnson, 254, Jan. 20.

Joseph G. Anderson, 843, Jan. 27.

Robert H. Flegg, 470, Furniture, Jan. 27.

Best Wishes On Your Retirement

Mrs. K. Williams, 1048, 16 years.

H. James, 1015, 32 years.

Mrs. E. V. Taylor, 1067, 13 years.

H. G. Jephson, Div. Contract Sales Mgr., 39 years.

Miss L. MacKnight, 33M, 36 years.

IN MEMORIAM

Sincere Sympathy is extended to the family and friends of Morley A. MacDonald who died November 16. Mr. MacDonald was with the Winnipeg Radio and Television Department and spent 17 years with Eaton's.

WHAT'S YOUR QUESTION?

This column is devoted to answering questions submitted by employees. It gives complete and honest answers, pointing out the Company's stand and policies on each subject.

"Is it true that Eatons will be building in the Winnipeg suburbs?"

Eaton's has been examining its position in all the major Canadian centres. Some of these studies have been completed and expansion programs have been announced in Vancouver, Montreal, Toronto and Saskatoon. The study conducted in Winnipeg has only recently been concluded and the recommendations have been forwarded to the Corporate office in Toronto for their consideration. At this time, there has been no official decision regarding plans for Winnipeg.

Because of the major population shifts to the suburbs, the problems of downtown parking and the apparent trend towards the informal shopping atmosphere of the suburban shopping centre, it must be concluded that serious consideration would be given to suburban locations in all major centres.

All questions should be submitted in writing to the Editor, Staff Publications Office, Winnipeg Store. The employee's name and department may be signed or not, as you wish. Those questions with the widest Company significance will be given preference.



Ed Sullivan, Port Arthur Accounts, is congratulated by A. R. Giles, Store Manager, for winning the Store \$50 Birthday Gift Certificate. Ed says it was immediately confiscated by his wife for Christmas shopping.

Saskatoon Eaton Youngsters Meet Santa

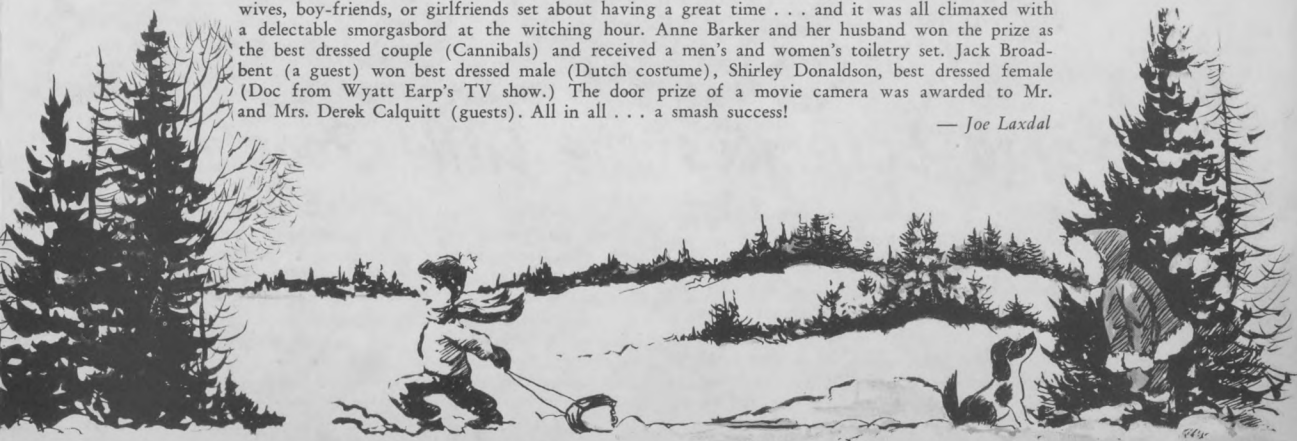
Dasher, and Dancer . . . Rudolph . . . all the other reindeer . . . and most important of all . . . Santa Claus . . . arrived loaded with gifts for the children of Eaton's regular staff on Sunday, December 12th. Held in a local church hall, about 150 wide-eyed youngsters, boldly or bashfully, approached Santa with their most precious dreams and wishes. Their faith was confirmed, as Santa presented each of the 'under-twelves' with a gift. What a way to top off a day of Christmas trees and songs, and drinks and ice-cream, and fun and ah-yes, the tranquility of the Christmas season . . . the noises of the happy children.

— Joe Laxdal.

Goblins Hit Saskatoon

The nocturnal antics of the goblin set started early this year in Saskatoon. Witches, cannibals, clowns, cowboys, ghosts and more gathered together in a great celebration of the occasion — Hallowe'en and the first staff party of the season. About 150 employees and their husbands, wives, boy-friends, or girlfriends set about having a great time . . . and it was all climaxed with a delectable smorgasbord at the witching hour. Anne Barker and her husband won the prize as the best dressed couple (Cannibals) and received a men's and women's toiletry set. Jack Broadbent (a guest) won best dressed male (Dutch costume), Shirley Donaldson, best dressed female (Doc from Wyatt Earp's TV show.) The door prize of a movie camera was awarded to Mr. and Mrs. Derek Calquitt (guests). All in all . . . a smash success!

— Joe Laxdal





Santa Entrances the Little People

Storybook magic floated past thousands of excited boys and girls who lined downtown Winnipeg streets November 20 to see Eaton's annual Santa Claus Parade.

A small boy gasped in awe when a walking television set shook his tiny hand. A little girl giggled at Peter Penguin's awkward wobble.

There was so much for wide open eyes to see — kindly Mother Goose — King Arthur's Court — Winken, Blinken and Nod — the Gnome King — Davy Crockett — Christmas in the Forest.

Over 1000 school students dressed in brilliantly colored costumes were greeted with gleeful yells when they waved to the smiling pink faces. Some were disguised as playful Jungle Cats — Mischievous Monkeys — Brown-Eyed Susans — Camels — Clowns — and oh yes, don't forget Mrs. Wiggle, the Caterpillar.

But the biggest event, of course, was to see the rosy-cheeked gentleman in scarlet suit, who laughed merrily and called to his precious followers, "Hello there! Mer-r-r-ry Christmas."

After, too, there was lots of enchantment, when the children visited the Happy Village to whisper their wishes in Santa's ear.